



Thirty Day Challenge 2009 – Training – Day 20

2009TDC20a: Introduction

Running Time: 1min



Intro

Hey, welcome. Day 20, and we're going to **continue on with Pay-Per-Click**.

We're going to show you how to use your **Category Keywords**, and set it up really properly. The work you're doing here will really make a massive, massive difference as you go forward.

So, pay attention, check out the training, and I'll see you on Day 21.



Summary:

After completion of today's lessons you will have a **greater understanding of the types of ads** that can be created, **how to interpret the data that is generated**, and you will have also **created new ad groups and ads** using your **Category keywords**.

Today's Tip:

Use the **Filter and Views** feature (found in the **top right** of the **Adwords Admin Dashboard**), then choose **Customize Columns** to **turn the Google Quality Score on and off**.

Links:

Google Adwords - <http://adwords.google.com/>

Click here to create your Google Adwords account.